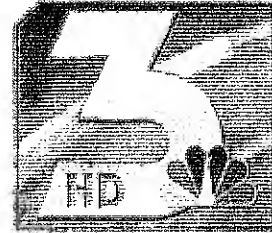


ORDER



KSNV

Orders
Order / Rev: 105824
Alt Order #: 06844881
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2622
Flight Dates: 08/23/12 - 09/02/12
Original Date / Rev: 08/22/12 / 08/27/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe for Congress *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: 1
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	8	\$7,600.00	\$6,460.00
08/27/12	09/01/12	14	\$12,225.00	\$10,391.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$7,600.00	\$6,460.00	0.00
September 2012	14	\$12,225.00	\$10,391.25	0.00
Totals	22	\$19,825.00	\$16,851.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$19,825.00
Market	100%	\$79,300.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	42%	\$33,306.00
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$21,411.00
KTUD	1%	\$793.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,965.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/WagM		6-7a	---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F 6-7a WakeUp w/Wagners											

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 105824
 Alt Order #: 06844881
 Flight Dates: 08/23/12 - 09/02/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2622

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	---TF--					2	\$1,000.00		0.00			
E 2	KSNV	08/27/12	08/31/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWTF--					3	\$1,000.00		0.00			
E 3	KSNV	08/27/12	08/31/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWTF--					3	\$700.00		0.00			
E 4	KSNV	08/23/12	08/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	---TF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	---TF--					2	\$700.00		0.00			
E 5	KSNV	08/23/12	08/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	---TF--					2	\$1,000.00		0.00			
E 6	KSNV	08/27/12	08/31/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	M----F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M----F--					2	\$1,000.00		0.00			
E 7	KSNV	09/01/12	09/01/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-					1	\$625.00		0.00			
E 8	KSNV	08/27/12	08/30/12	Wake Up Early w/ Wagn Wake Up Early Wagners	CM	430a-5a	MTWT----	:30	1	\$200.00	1	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT----					1	\$200.00		0.00			
E 9	KSNV	08/27/12	08/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWTF--					3	\$1,100.00		0.00			
E 10	KSNV	08/23/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	---TF--					2	\$1,100.00		0.00			
N 11	KSNV	08/28/12	08/28/12	Face to Face in PRIME Face to Face in PRIME	CM	8-11pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----					1	\$1,000.00		0.00			
													Totals	22	\$19,825.00